Allowing cell phones on planes is a terrible idea. I've seen people on long flights almost get into a fight for someone bumping the back of their seat while they are trying to sleep - I can only imagine what will happen if people are allowed to yammer on for hours at the expense of their fellow passenger rest. Personally, as a frequent flyer I look forward to when the flight attendants close the airplane door and the fellow next to me talking loudly on his phone is forced to turn it off.